

Rep Order# 6868363 Ver# 1 Status New  
EC'd Yes

Traffic Order# 6868363

Printed: 10/26/2012 8:40 AM  
Last Received: 10/26/2012 8:07 AM  
Showing Buylines: All Lines

1 of 2

Station KTNV-TV LAS VEGAS, NV  
Advertiser ( ) .DCCC/HORSFORD  
Product Horsford/DCCC  
Estimate# 2250  
Buyer Jesse Demastrie  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 143/149/2250  
Flight Dates 10/27/2012 - 10/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT

TOTAL 18,275

PLS CONFIRM ASAP

THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-TU	5A-6A	ACTION NWS@5AM<	:30	\$175.00	10/29-10/30	2	1	2	\$350.00	
	2	M-TU	6A-7A	ACTION NWS@6AM<	:30	\$600.00	10/29-10/30	2	1	2	\$1,200.00	
	3	M-TU	7A-9A	GD MRN AMR-ABC<	:30	\$650.00	10/29-10/30	2	1	2	\$1,300.00	
	4	SA	7A-8A	GD MRN-SAT-ABC	:30	\$400.00	10/27-10/27	1	1	1	\$400.00	
	5	SU	8A-830A	ACTN NWS SU@8A	:30	\$325.00	10/28-10/28	1	1	1	\$325.00	
	6	M-TU	11A-12P	ACTN NEWS@11AM<	:30	\$400.00	10/29-10/30	1	1	1	\$400.00	
	7	M-TU	4P-5P	JUDGE JUDY<	:30	\$450.00	10/29-10/30	2	1	2	\$900.00	
	9	M-TU	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/29-10/30	1	1	1	\$900.00	
	10	M-TU	6P-7P	NEWS	:30	\$1,000.00	10/29-10/30	2	1	2	\$2,000.00	
	11	M-TU	7P-730P	ACCESS HOLLYWD<	:30	\$1,000.00	10/29-10/30	1	1	1	\$1,000.00	
	12	M-TU	730P-8P	MILLIONAIRE<	:30	\$1,000.00	10/29-10/30	1	1	1	\$1,000.00	

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	13	M	8P-10P	CASTLE	:30	\$6,500.00	10/29-10/29	1	1	1	\$6,500.00	
	14	M-TU	11P-1135P	NEWS	:30	\$1,000.00	10/29-10/30	2	1	2	\$2,000.00	

#### ---REPORT TOTALS---

Report Totals: 19 / \$18,275.00

#### ---SALES MONTHLY TOTALS---

Oct 12: 2 / \$725.00 Nov 12: 17 / \$17,550.00

Sales Totals: 19 / \$18,275.00

Station Totals: 19 / \$18,275.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

#### ---COMPETITIVE---

Market Totals	\$76,146	KBLR	0%	KLAS	23%	KSNV	19%	KTNV	24%	KTUD	0%
		KVCW	3%	KVMY	8%	KVVU	23%				

#### ---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

#### ---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

#### --- CREDIT RISK ---

CASH IN ADVANCE